

## BARABOO BUSINESS IMPROVEMENT DISTRICT (BID) Promotions/Personnel Committee Meeting

Sept 10, 2020 Members Present: T. Wickus, B. Stelling, S. Fay, B. McDaniel

Member Absent: S. Brunker,

Call to Order: Chairman Wickus presided over the meeting, called it to order at 8:20 A.M., and noted compliance with the Open Meeting Law.

Minutes: Moved by, Stelling seconded by Wickus, and unanimously carried to approve the minutes of the September 10, 2020 meeting.

Agenda: Moved by Fay seconded by McDaniel, and unanimously carried to approve the agenda as published.

Old Business: None

New Business:

Moved by Stelling seconded by McDaniel, and unanimously carried to approve the following 2020 promotions expenditures for the 2020 4<sup>th</sup> quarter season: \$1,000.00 Baraboo Broadcasting, \$2,000.00 Wisconsin Public Radio & request that the BID Board move \$3,000.00 from the line item/Christmas Light Parade to a social media marketing campaign to be administered by Downtown Baraboo, Inc.

Moved by McDaniel seconded by Fay, and unanimously carried to approve the agenda 2021 as Budget as listed below:

Downtown Baraboo Light Parade \$3,000.00

Downton Baraboo Holiday Advertisng \$2,000.00

Advertising DBI Event Coordinate Support \$3,000.00

Devil's Lake Advertising \$1,500.00

Farmer's Market \$2,000.00

Image Adv Campaign \$8,100.00

**PROMOTIONS TOTAL \$19,600.00**

Adjournment: Moved by Stelling, seconded by Fay and unanimously carried to adjourn at 9:35 A.M.

Respectfully submitted, Todd Wickus Promotions Chairperson